

What is claimed is:

1. A portioned washing, rinsing, or cleaning product, comprising a preparation that is surrounded by an enclosure, wherein the unfilled enclosure
 - is deformable by a force $F_1 > 0$ N and ≤ 500 N along a path s_1 and, after the influence of force has ceased, returns in the direction of its original shape and/or
 - after the influence of the deformation force has ceased, has a recovery rate $v > 0$ mm/min and ≤ 1000 mm/min.
2. The portioned product of claim 1, wherein the unfilled enclosure returns to its original shape after the influence of force has ceased.
3. The portioned product of claim 1, wherein the unfilled enclosure is deformable by a force $F_2 \leq 100$ N.
4. The portioned product of claim 3, wherein the unfilled closure is deformable by a force $F_3 \leq 60$ N.
5. The portioned product of claim 4, wherein the unfilled closure is deformable by a force $F_4 \leq 40$ N.
6. The portioned product of claim 5, wherein the unfilled closure is deformable by a force $F_5 \leq 20$ N.
7. The portioned product of claim 1, wherein the unfilled enclosure, after the influence of force has ceased, has a recovery rate v of ≤ 500 mm/min.
8. The portioned product of claim 7, wherein the unfilled enclosure, after the influence of force has ceased, has a recovery rate $v \leq 100$ mm/min.
9. The portioned product of claim 8, wherein the unfilled enclosure, after the influence of force has

ceased, has a recovery rate $v \leq 50$ mm/min.

10. The portioned product of claim 9, wherein the unfilled enclosure, after the influence of force has ceased, has a recovery rate $v \leq 10$ mm/min.

11. The portioned product of claim 10, wherein the unfilled enclosure, after the influence of force has ceased, has a recovery rate $v \leq 1$ mm/min.

12. The portioned product of claim 1, wherein for the deformation of the unfilled enclosure, a deformation work w of ≤ 5 Nm is required.

13. The portioned product of claim 12, wherein for the deformation of the unfilled enclosure, a deformation work $w \leq 1$ Nm is required.

14. The portioned product of claim 13, wherein for the deformation of the unfilled enclosure, a deformation work $w \leq 0.5$ Nm is required.

15. The portioned product of claim 14, wherein for the deformation of the unfilled enclosure, a deformation work $w \leq 0.3$ Nm is required.

16. The portioned product of claim 15, wherein for the deformation of the unfilled enclosure, a deformation work $w \leq 0.25$ Nm is required.

17. A washing, rinsing or cleaning product, comprising a preparation that fills an enclosure, wherein the filled enclosure

- is deformable by a force $F_1 > 0$ N and ≤ 500 N and, after the influence of force has ceased, returns in the direction of its original shape and/or
- has a recovery rate v of > 0 mm/min and ≤ 1000 mm/min after the influence of deformation force has ceased.

18. The product of claim 17, comprising a preparation that fills an enclosure, wherein the filled enclosure

- is deformable by a force $F_2 \leq 100$ N and, after the influence of force has ceased, returns in the direction of its original shape and/or
- has a recovery rate v of > 0 mm/min and ≤ 1000 mm/min after the influence of deformation force has ceased.

19. The product of claim 18, comprising a preparation that fills an enclosure, wherein the filled enclosure

- is deformable by a force $F_3 \leq 60$ N and, after the influence of force has ceased, returns in the direction of its original shape and/or
- has a recovery rate v of > 0 mm/min and ≤ 1000 mm/min after the influence of deformation force has ceased.

20. The product of claim 19, comprising a preparation that fills an enclosure, wherein the filled enclosure

- is deformable by a force $F_4 \leq 20$ N and, after the influence of force has ceased, returns in the direction of its original shape and/or,
- has a recovery rate v of > 0 mm/min and ≤ 1000 mm/min after the influence of deformation force has ceased.

21. The product of claim 17, wherein the filled enclosure, after the influence of force has ceased, has a recovery rate v of ≤ 500 mm/min.

22. The product of claim 21, wherein the filled enclosure, after the influence of force has ceased, has a recovery rate v of ≤ 100 mm/min.

23. The product of claim 22, wherein the filled enclosure, after the influence of force has ceased, has a recovery rate v of ≤ 50 mm/min.

24. The product of claim 23, wherein the filled enclosure, after the influence of force has ceased, has a

recovery rate v of ≤ 10 mm/min.

25. The product of claim 24, wherein the filled enclosure, after the influence of force has ceased, has a recovery rate v of ≤ 1 mm/min.

26. The product of claim 17, wherein for the deformation of the filled enclosure, a deformation work $w \leq 5.0$ Nm is required.

27. The product of claim 26, wherein for the deformation of the filled enclosure, a deformation work $w \leq 2.5$ Nm is required.

28. The product of claim 27, wherein for the deformation of the filled enclosure, a deformation work $w \leq 1.0$ Nm is required.

29. The product of claim 28, wherein for the deformation of the filled enclosure, a deformation work $w \leq 0.75$ Nm is required.

30. The product of claim 29, wherein for the deformation of the filled enclosure, a deformation work w of ≤ 0.5 Nm is required.

31. The product of claim 17, wherein the filled enclosure has a crushing resistance F_{\max} of 20 to 2000 N.

32. The product of claim 31, wherein the filled enclosure has a crushing resistance F_{\max} of 50 to 1000 N.

33. The product of claim 32, wherein the filled enclosure has a crushing resistance F_{\max} of 75 to 600 N.

34. The product of claim 33, wherein the filled enclosure has a crushing resistance F_{\max} of 100 to 500 N.

35. The product of claim 34, wherein the filled enclosure has a crushing resistance F_{\max} of 150 to 400 N.

36. The portioned product of claim 1, wherein the filled or unfilled enclosure, upon n-fold, where n is ≥ 2 , repetition of a measurement of recovery rate, deformation work or crushing resistance, the quantity measured has a percentage standard deviation, based on the average measurement value, of less than 100%.

37. The portioned product of claim 36, wherein the quantity measured has a percentage standard deviation of less than 50%.

38. The portioned product of claim 37, wherein the quantity measured has a percentage standard deviation of less than 40%.

39. The portioned product of claim 38, wherein the quantity measured has a percentage standard deviation of less than 30%.

40. The portioned product of claim 39, wherein the quantity measured has a percentage standard deviation of less than 20%

41. The portioned product of claim 40, wherein the quantity measured has a percentage standard deviation of less than 10%.

42. The portioned product of claim 41, wherein the quantity measured has a percentage standard deviation of less than 8%.

43. The portioned product of claim 42, wherein the quantity measured has a percentage standard deviation of less than 5%.

44. The portioned product of claim 43, wherein the quantity measured has a percentage standard deviation of less than 3%.

45. The portioned product of claim 44, wherein the quantity measured has a percentage standard deviation of less than 2%.

46. The portioned product of claim 45, wherein the quantity measured has a percentage standard deviation of less than 1%.

47. The portioned product of claim 1, wherein the enclosure has a wall thickness of 100 to 5000 μm .

48. The portioned product of claim 47, wherein the enclosure has a wall thickness of 200 to 3000 μm .

49. The portioned product of claim 48, wherein the enclosure has a wall thickness of 300 to 2000 μm .

50. The portioned product of claim 49, wherein the enclosure has a wall thickness of 500 to 1500 μm .

51. The product of claim 17, wherein the enclosure has a wall thickness of 100 to 5000 μm .

52. The product of claim 51, wherein the enclosure has a wall thickness of 200 to 3000 μm .

53. The product of claim 52, wherein the enclosure has a wall thickness of 300 to 2000 μm .

54. The product of claim 53, wherein the enclosure has a wall thickness of 500 to 1500 μm .

55. The portioned product of claim 1, wherein the enclosure comprises one or more materials selected from the group consisting of acrylic acid-containing polymers, polyacrylamides, oxazoline polymers, polystyrenesulfonates, polyurethanes, polyesters, graft polymers, polyethers, and mixtures thereof.

56. The portioned product of claim 1, wherein the enclosure comprises one or more water-soluble polymers selected from the group consisting of (optionally acetylated) polyvinyl alcohol (PVAL), polyvinylpyrrolidone, polyalkylene oxides, gelatin, cellulose, and derivatives and mixtures thereof.

57. The portioned product of claim 56, wherein the enclosure comprises a polyvinyl alcohol whose degree of hydrolysis is 70 to 100 mol%.

58. The portioned product of claim 57, wherein the polyvinyl alcohol has a degree of hydrolysis of 80 to 90 mol%.

59. The portioned product of claim 58, wherein the polyvinyl alcohol has a degree of hydrolysis of 81 to 89 mol%.

60. The portioned product of claim 59, wherein the polyvinyl alcohol has a degree of hydrolysis of 82 to 88 mol%.

61. The portioned product of claim 56, wherein the enclosure comprises a polyvinyl alcohol having a molecular weight of 10,000 to 100,000 gmol^{-1} .

62. The portioned product of claim 61, wherein the polyvinyl alcohol has a molecular weight of 11,000 to

90,000 gmol^{-1} .

63. The portioned product of claim 62, wherein the polyvinyl alcohol has a molecular weight of 12,000 to 80,000 gmol^{-1} .

64. The portioned product of claim 63, wherein the polyvinyl alcohol has a molecular weight of 13,000 to 70,000 gmol^{-1} .

65. The portioned product of claim 56, wherein the enclosure comprises a polyvinyl alcohol having a degree of polymerization of about 200 to about 2100.

66. The portioned product of claim 65, wherein the enclosure comprises a polyvinyl alcohol having a degree of polymerization of about 220 to about 1890.

67. The portioned product of claim 66, wherein the enclosure comprises a polyvinyl alcohol having a degree of polymerization of about 240 to about 1680.

68. The portioned product of claim 67, wherein the enclosure comprises a polyvinyl alcohol having a degree of polymerization of about 260 to about 1500.

69. The portioned product of claim 56, wherein the enclosure comprises at least 50% by weight of the one or more water-soluble polymers.

70. The portioned product of claim 69, wherein the enclosure comprises at least 70% by weight of the one or more water-soluble polymers.

71. The portioned product of claim 70, wherein the enclosure comprises at least 80% by weight of the one or more water-soluble polymers.

72. The portioned product of claim 71, wherein the enclosure comprises at least 90% by weight of the one or more water-soluble polymers.

73. A process for the preparation of a washing, rinsing or cleaning product in portions, comprising the steps of forming by one or more of injection molding, extrusion blowing, or thermoforming an enclosure, wherein the unfilled enclosure

- is deformable by a force $F_1 > 0 \text{ N}$ and $\leq 500 \text{ N}$ along a path s_1 and, after the influence of force has ceased, returns in the direction of its original shape and/or
- after the influence of the deformation force has ceased, has a recovery rate $v > 0 \text{ mm/min}$ and $\leq 1000 \text{ mm/min}$,

filling the enclosure with a washing, rinsing or cleaning product portion, and sealing the filled enclosure.